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FOR IMMEDIATE RELEASE

BrightDoor To Provide Professional Marketing Services

Company to complement software with consulting & digital marketing support

CARY, NC – MARCH 15, 2009 – BrightDoor Systems, the innovators of the industry's first Interactive CRM (iCRM) platform for real estate recently announced that they will begin offering professional marketing services to assist clients transitioning to digital marketing. Making the transition from traditional forms of marketing to new digital alternatives in one of the toughest economic climates in history is a challenge BrightDoor is uniquely qualified to assist with.

The new marketing services will include online-related expertise around as Search Engine Marketing (SEM), Search Engine Optimization (SEO) as well as web development and data integration. In addition, BrightDoor will be offering email marketing services for campaign creation as well as execution and reporting/analytics. As a trusted advisor to the industry, BrightDoor is also pleased to provide consulting services around systems integration, sales process integration, training and sales center design.

BrightDoor CEO Deven Spear commented, "Many developers have had to severely reduce their marketing budgets but still need to grow awareness and generate qualified leads. As a partner that integrates media and technology through our BrightDoor products, we are well positioned to help our clients with these essential services at a price point they can afford."

To inquire about these new professional marketing services, contact BrightDoor at 800-894-5982 or sales@brightdoor.com.

About BrightDoor

BrightDoor speeds the sales cycle with the world's first Interactive Customer Relationship Management (iCRM) software platform. Built exclusively for real estate developers, BrightDoor is an intelligent digital sales assistant, channeling disorganized buyer information into a single, unified sales and marketing system. BrightDoor's integrated software applications generate qualified leads, manage sales team effectiveness, analyze business intelligence, and enable sales interactions that capture buyer interest and personalize the online/onsite sales experience.

The company is based in Research Triangle Park, North Carolina, with a branch office in Los Angeles, California and a Dubai office scheduled to open in 2009. For more information, visit www.brightdoor.com.

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